



89-1413X

AUG 21 1989

MEMORANDUM FOR: Director of Central Intelligence

VIA:

Deputy Director for Administration

FROM:

George W. Owens

Director of Personnel

SUBJECT:

Response to Your Questions on CIA Video

In response to your questions on the CIA video dated 11 August 1989, the following is offered:

l. What is rationale for using actors? We were advised by that in order for the video to be transmittable over network or cable television - we presently have plans to broadcast over an educational cable channel - actors belonging to the Screen Actors Guild must be used.

subscribes to this guild. Actors will be paid union fees for each showing of the video over cable or network television. Consequently, Agency personnel, other than the Director, who would appear in this production would require membership in this union.

- 2. Are they identified as such? No, the people in the video are not presently identified as actors.
- 3. What reason given for using them on the tape? There is no reason cited on the tape for using actors. We chose to use actors due to the limitations cited in paragraph 1 above.

STAT

George W. Owens



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DD/A Registry 89-1413X

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George W. Owens

STAT

DA/OP/E/ROI

mam (18 Aug 89)

Distribution:

Orig - Addressee

2 - DDA 1-ER

1 - DOP

1 - C/ROD

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	d in Part - Sanitized Copy Approved for Release 2013/11/2 B01306R001400130001-2 FROM DIRECTOR OF CENTRAL INTELLIGENCE TO OFFICIAL INDICATED BELOW
	John Bellinger Russ Bruemmer Peggy Devine Bill Donnelly Fritz Ermarth Norb Garrett Debbie Geer Jim Greenleaf Leo Hazlewood Ed Heinz John Helgerson Evan Hineman John Hotis Rae Huffstutler Fred Hutchinson in 1987 — wann Dick Kerr Paul Pillar Larry Sandall Dick Stolz Jim Taylor A A Madd.
Remarks	this knee.

Jim - There was a lengthy series on FBI on C-Span in 1987 - using FBI personnel as I recall. Please check with Bill Baker and see if he ran into problems of this kind.

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OP-89-0736

JUL 28 1989

MEMORANDUM FOR: Director of Central Intelligence

VIA:

Deputy Director of Central Intelligence

Associate Deputy Director for Administration

STAT

FROM:

Acting Director of Personnel

SUBJECT:

CIA Video

- 1. Production has begun on the CIA video entitled "A Mission Like No Other." This unclassified video, intended for informational purposes, is presented as a news documentary featuring two spokespersons who explain the history of intelligence and the mission of CIA. The highlight of this video focuses on the importance of the Agency's employees in accomplishing our mission. Actors portraying employees throughout the Agency discuss their contribution to the organization by giving examples of the various projects in which they are involved. This will enable the video to be used for informational as well as recruitment purposes at colleges, job fairs and presentations throughout the United States. It is the Office of Personnel's goal to have the video ready for presentation on Family Day scheduled for September 1989.
- 2. I invite you to participate as the guest speaker in this video. Suggested topics for your discussion could focus on your views of CIA personnel and the unique opportunities that are available to them because of their employment at the Agency. Other topics you would prefer to discuss would be most welcome. These suggestions and a script, approved by the Offices of Security, Personnel and Public Affairs, are included in the attachments for your information. Background filming was completed on 14 July 1989. The filming date for your portion of the video will be set according to your convenience.

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Peggyy Mall Donnelly (/

Attachments:

- A. video script
- B. suggested topics of discussion



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•	CIA Video
	_ I agree to speak in the recruitment video. Arrangements for filming will be coordinated with the Public Affairs Office.
	_ I regret that I must decline the invitation.
	_ I designate as my representative.

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using actors? are
they solutional as such?
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DCI's Comments:

What is rationale for using actors? Are they identified as such? What reason given for using them on the tape?

a - ann 1989



SUBJECT:	CIA Video
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Revised 7/7/89

CIA FLAGSHIP VIDEO "A Mission Like No Other"

OPENING WITH MUSIC

Graphic #1

- (1) Starfield w/fields of moving video (employee activity) centering & forming sphere which rotates to present CIA logo (15-20 sec)
- (2) Paul & Susan OC

- (2) (Paul OC) Gathering worldwide intelligence identifying and organizing millions of facts, on a daily basis -- is vital to the security needs of our nation.
- (Susan OC) National security is supported by a strong military and a seasoned diplomatic corps; but above all, by a constant flow of information.
- (3) (Paul OC/w/pic) Adapting foreign policy to current needs; (4) assisting our allies; (4a) protecting the country against threat -- (5) all this depends on timely, precise intelligence.

(3) United Nations

(4) NATO

(4a) Europe

(5) U-2

STAT

STAT

- (6) Aerial shot of building
- (7) Three actors Tape #4
- (8) Woman in red
- (9) Inside CIA (computers)
- (9) Photo interpretation
- (9) Map library
- (10) Scientists
- (10) Researchers
- (11) Street in Japan
- (12) Famine
- (13) Drug Bags
- (13a) Drug Traffic
- (13b) Just Say No Kids
- (14) Crops

AUDIO

- (6) Every moment of every day,
- (7) men and (8) women of the Central Intelligence Agency (9) are gathering, analyzing, and disseminating this vital information.
- (10) (Susan OC/w/pic) The scope of their work is much larger than generally recognized:
- (11) Worldwide economic conditions
- (12) Famine and its impact upon the U.S.
- (13) International drug trafficking, (13a or b) and its bearing on our society.
- (14) Worldwide crop evaluation and agricultural forecasting.

(15) Paul on camera

(16) Susan OC

AUDIO

(15) (Paul OC) The men and women who do this work are very much like you and me -- and at the same time different. Different because whatever their specific jobs -- engineer, accountant, secretary, computer programmer -- their careers, their work, takes on an added dimension.

A special significance, because of the CIA's mission. The men and women here apply their professional skills to protecting the security, and the people, of the United States.

(16) (Susan OC) This kind of vital intelligence work has been part of every society from the earliest times. America -- born in a revolution inspired by a new sense of freedom -- depended from the very beginning on accurate intelligence.

Even so, for nearly two centuries, organized intelligence efforts in the U.S. were minimal. During the 1st World War, a small communications intelligence operation was started, only to be disbanded in the next decade.

(17) Paul VO

Pictures in box (17a) World War II

- (17b) Pearl Harbor (17c) Truman
- (18) USP Satellite Dishes
- (19) USP Computers
- (20) CIA Building
- (20a) People
- (20b) Lobby Exterior
- (21) Photo Interpretation
- (22) Aerial Recon Film)
- (23) Susan on camera

AUDIO

- (17) (Paul VO) Suddenly, the experience of WW2 changed at one stroke our realization of the need for effective intelligence (17a) Serious and extensive operations were begun after (17b) Pearl Harbor, and -- in 1947 (17c) -- President Truman chartered a permanent organization to centralize this critical function -- the Central Intelligence Agency.
- (18) In the 50s and 60s, with the entry of advanced communications and technology, (19) a new standard was set in the field of global intelligence, (20) creating the need for trained, (20 a) experienced professionals (20b) in a much wider variety of disciplines.
- (21) (Paul VO) Today's CIA operations are worldwide, fast changing and increasingly complex, (22) demanding a level of sophistication undreamed of just a few decades ago.
- (23) (Susan OC) What is the mission of today's CIA?

Dedicated first and foremost to intelligence collection, the CIA is one of the largest research organizations in the world. But the work here goes far beyond collection:

(24) Graphic *2

(25) Susan OC

AUDIO

- (24) (Susan VO) The CIA's job is to prepare and distribute carefully documented intelligence on world events -- political, economic, military and technical -- for the President and other policymakers.
- (25) (Susan OC) Agency scientists and analysts work with the most advanced systems and technologies available, disseminating important information quickly and accurately. But there is also a vital, human element to CIA operations.

AUDIO

(26) (OC) <u>Narrators</u> in studio or <u>Judge Webster</u>/DDI in lobby of CIA building

(Cut to Judge Webster or DDI):

(26) (OC) I'm often asked about the people at the CIA. My view is that **every person** here is part of our total mission. Our focus is on evolving events...on changes all over the world. We have to be up on everything. So we have a team approach to every problem, but the emphasis is always on the **individual** staff member.

It's no secret that the work done here is vitally important to our nation, but all that work depends on the individual skills, on the individual input of thousands of CIA employees.

I can't overestimate the importance of each one's contribution. For example, our overseas officers, though a small part of the CIA, carry important -- a critically important -responsibility. These men and women risk their lives and safety every day. The analysis briefing we do here is dependent on their work, and every CIA employee is part of a total effort-the CIA's mision.

We have creative people, people who can think and solve problems. As a matter of fact, no other agency in the government gives their employees as much responsibility as we do. There's no one here that doesn't have an important job.

- (27) Paul OC/Graphic #3
- (28) **Graphic *3** Tape SMP-15
- (29) **Graphic *3** Tape 13
- (30) Graphic *3 Kaddafi
- (31) Graphic *3
 Factories in Saudi Arabia
 Irrigation in Egypt
 (32) People Tape #8
 (32a) Coast Guard shot
- (33) Susan OC

(34) Susan VO **Graphic *4**Credo highlighted

AUDIO

- (27) (Paul OC w/pic) Our efforts address current international issues which directly bear on the lives of all Americans.:
- (28) (Paul VO) Soviet space systems & weapons
- (29) (Paul VO) International terrorism,
- (30) (Paul VO) Proliferation of chemical & biological weapons,
- (31) (Paul VO) Worldwide technical developments
- (32) (Paul VO) World food supplies, and the (32a) International drug trade.
- (33) (Susan OC) At the Central Intelligence Agency part of our credo emphasizes the importance of people—the mission of the men and women who make up the CIA. The work of intelligence demands more than most professions—it requires dedication, perseverance, and a selfless quality of service.
- (34) (Susan VO) by our contribution to the protection and enhancement of American values, security, and national interest."

	V IDEC
Actor:	

(35) Russel OC Shot at soccer field

AUDIO

STAT

(Interview with Employee No. 1) (Systems Analyst)

(35) (Russell OC) In most ways, I think of myself as an average American. This is m y neighborhood; I live here in Virginia, not far from where I work at a CIA facility My kid gocs to school nearby; my boy's on the Society HeamBoth my wife and I are active in community projects.

Quality of life is important to me; so is the quality of my work. At the CIA, my job is intelligence analysis, and I get a lot of satisfaction knowing that I make a contribution. - That every day at work I'm doing something positive.

My neighborhood, my family, my way of life: for me these are the things worth protecting.

VIDEO

AUDIO

(Cut to Narrators):

(36) Paul OC

(36) (Paul OC) The people of the CIA come from many backgrounds, and work in hundreds of familiar fields. They all have one thing in common...they know their work makes a difference.

(37) Paul OC w/pic of

(37) (Paul OC w/pic) The agency looks for bright, talented people. Interesting people. Creative people. We look for energetic professionals, men and women who want an unmatched opportunity to work in the forefront of their fields.

STAT

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AUDIO

Actor:

(Interview with Employee No. 2) (Engineer)

STAT

STAT

(38) Ben OC at desk

(38) (OC) In space technology, you have to keep up in the field constantly. There's no other way. Two things about the

other way. Two things about the CIA: first, they demand the best people--that means the work environment is stimulating,

productive.

The second thing: At other jobs, I only worked on a small part of a project -- here you see the whole spectrum of activity -- You work through a project right to the end product.

And I've gotten a level of advanced training you just don't get anywhere else. I know for a fact that I'm working right at the cutting edge.

(Cut to Narrator):

(39) (Susan OC) Intelligence gathering at the CIA is high-level work, constantly anticipating world events; and the range of professional fields required to fulfill the agency's mission is extraordinary.

Much of the work we do is secret; and much of it is work in fields familiar to everyone.

(39) Susan OC

	VIDEO
Actress:	

(40) Maggie OC

AUDIO

STAT

(Interview with Employee No. 3) (Systems Engineer)

(40) (Maggie OC) I'm absolutely thrilled to work here. My field is systems engineering, and the level of work done here at first surprised me. I'm able to work with the most sophisticated computer systems in the world. I didn't see anything this advanced in the private sector

I'm given a large responsibility-it's really seeing and
understanding the whole project
you're working on, and how the
different parts dovetail together.
It's very exciting.

(Cut to Narrator):

(41) (Paul OC) A large percentage of CIA employees choose long careers; many others leave the agency to use their skills elsewhere, and a surprising number come back.

(41) Paul OC

,	. A TIDYO
VIDEO	AUDIO
Actress:	(Interview with Employee No. 4) (Administrator)
(42) Emilie OC	(42) (Emilie OC) After a few years with the Agency, I left to work at a major weather bureau. The training I had with the CIA was immensely valuable in that position. Frankly, it's why they wanted me.
	But now I'm back. The reason is simple: it's an extraordinary place to work. I get recognition for the work I do, and besides, I feel that any effort here means something on a much larger scale. I guess you could say it's fulfilling.
	(Cut to Narrators):
(43) Susan OC	(43) (Susan OC) The work here has a quality few can match. The CIA's level of technology is unparalleled irresistible to professionals. People come here who are interested in world affairs; who want to be at the center of things.
	(Narrators):

(Narrators):

(44) (Paul OC) The work of the CIA is organized into four major areas which together collect, analyze, and disseminate intelligence:

STAT

(44) Paul OC

(45) Paul OC **Graphic *5**Intelligence Collection--The
Human Element
--The Directorate of Operations

(46) Tape #8 - Shots of Europe

- (47) Susan OC
- (48) White House
- (49) Congressional Oversight Comm
- (50) Susan OC

AUDIO

- (45) (Paul OC) The clandestine arm of the CIA is the Agency's front-line of Intelligence gathering. Organized as the Directorate of Operations, the men and women in this division are part of a large network of trained overseas officers.
- (46) (Paul VO) Most of the chartered work of the CIA lies outside the U.S., and the collection of foreign intelligence is the primary focus. Overseas officers are also involved in counterintelligence work, monitoring the activities of hostile intelligence services worldwide.
- (47) (Susan OC) Where diplomacy is ineffective and military force inappropriate, a small percentage of overseas operations involve covert action. Projects that carry out foreign policy through covert means must be authorized (48) and directed by the president and are closely monitored (49) by Congressional oversight committees.
- (50) (Susan OC) Intelligence gathering is demanding work. These officers most be adaptable, disciplined, and dedicated. Courage is their common trait and contribution to national security their reward.

(51) Paul VO Graphic #6

Intelligence Collection--Technology at Work

- --Directorate of Science & Technology
- (52) Paul VO Video imaging/high-tech equip

- (53) Paul VO Photo interpreter: TV broadcast media
- (54) Paul OC

(55) Paul OC **Graphic #7**Intelligence Put to Work
--Directorate of Intelligence

AUDIO

- (51) (Paul VO) The CIA's Directorate of Science & Technology designs and develops the technologies needed for the collection and analysis of intelligence.
- (52) (Paul VO) The products and systems developed here, in technologies such as advanced computer modeling and simulation, video and image enhancement, and chemical imaging, are crucial to the increasingly sophisticated demands of intelligence work.
- (53) (Paul VO) Important areas of emphasis are the gathering and processing of worldwide broadcast and print media, signals intelligence and overhead photography.
- (54) (Paul OC) Working on the leading edge of scientific attainment, CIA engineers and scientists create and apply some of the most advanced technologies and equipment in the world. The complex and highly professional work of these men and women provides a technical foundation for the CIA's total effort.
- (55) (Paul OC) Gathering foreign intelligence by human or technical means is the first step. Then comes the careful work of interpretation and analysis.

(56) Susan OC (Possible shots added)

(57) Susan VO Graphic #2

(58) Susan OC

(59) Paul OC **Graphic *8**Administration--Supporting the Process
--Directorate of Administration

AUDIO

(56) (Susan OC) The Directorate of Intelligence receives vast amounts of data, and converting this raw information into usable, finished intelligence is time-critical, demanding work. The agency employs trained specialists in economic and political analysis, scientific and military assessment, geographic and cultural studies, as well as advanced analytical methodology.

(57) (Susan VO) Framing U.S. foreign policy at the Executive and Legislative levels depends heavily on correct interpretation of overseas intelligence. CIA analysts prepare reports for the President, Cabinet Members, the National Security Council, and policymakers in the Departments of State, Defense, Commerce, Energy, the Treasury and other government agencies

(58) (Susan OC) Directly accountable to the President and Congress, the CIA's job is to advise. Expert analysis here influences and guides decision-making at the highest levels of government.

(59) (Paul OC w/Graphic #8)

(60) Paul OC

Paul VO: (61) Lie Detector Test Applicant Review

- (62) Paul VOAndrew/investigationApplicant Review(63) Overseas shots
- (64) Computer people
- (65) Susan OC
- (66) Susan VO Medical officers/financial data

AUDIO

- (60) (Paul OC) Every large organization depends on administrative staff for the support that makes possible its larger mission. At the CIA, the Directorate of Administration provides continuing support for a highly complex network of global operations.
- (61) (Paul VO) The CIA employs one of the most highly developed security clearance procedures in (62) Internal the world. communications and information systems are constantly evaluated updated. Telecommunications engineers and logistical support officers are critical team members in the Agency's overseas operations. (64) Computer programmers analysts design and develop advanced MIS software information technologies.
- (65) (Susan OC) Worldwide operations are complex and challenging. CIA engineers, technicians, and other personnel maintain a worldwide, 24-hour secure communications network. (66) Personnel, finance, medical officers ensure that Agency facilities across the globe operate safely, securely, and efficiently. Advanced training programs are part of every department's effort.

(67) Paul OC

(68) Judge Webster or Narrator

AUDIO

- (67) (Paul OC) All these adminstrative disciplines tie the Agency together through their support. The men and women in the Directorate of Administration provide that support—so vital to the CIA's global mission.
- (68) (Webster OC) The Central Intelligence Agency is its people-first and last. People from all walks of life. Support staff. Systems engineers. Physicists.. Geographers. --They all have one thing in common: a high level of personal ethics; honesty; integrity.

Our entry qualifications are among the strictest in the world. Why? Because the importance of the work demands it. It's the importance of what wo do--for every person in the CIA--that attracts the best. And keeps them here.

VIDEO

Actor: Office/St. Albans

(69) Russell OC

AUDIO

(Cut to Employee No. 1 in work environment):

STAT

(69) (Russell OC) The CIA has more opportunities than any corporation I know of. For me, the professional challenge here has been great. I work with the top people in my field, and we have the most advanced systems and equipment anywhere

At the beginning, I joined the Career Training Program -- like the manager training program at a lot of large corporations. That training helped me move upward fast. Great people to work with.

VIDEO

AUDIO

Ending #1--Documentary

(70) Paul & Susan OC

(70) (2 shot Paul & Susan) (Cut to Narrators):

AUDIO

(71) Susan OC

(71) (Susan OC) Assisting the government in ariving at effective policy, decisions. Providing timely, accurate worldwide intelligence and analysis.

(72) Paul OC

(72) (Paul OC) The men and women of the CIA embody a tradition going back to the first chapters of our history. Serving our country and its people, preserving peace and security through vigilance and reliable information. There are no more fitting goals than these for Americans dedicated to our country's highest ideals.

(73) Susan VO Montage

- (73) (Susan VO) In the entry hall of the CIA Headquarters is a marble memorial engraved with more than fifty stars. A lasting memorial to those CIA professionals who, in the course of their duties, sacrificed their lives for these goals.
- (74) Paul VO Music & montagae of flag & credo
- (74) (Paul VO) Since 1776, Americans have believed that freedom is worth the highest degree of personal sacrifice. As long as there is a challenge to freedom, there will be American men and women willing to meet it. Men and women of the Central Intelligence Agency.

AUDIO

Ending No. 2 (Recruitment)

- (75) Paul & Susan OC
- (76) Susan OC

(77) Paul OC

(78) Paul VO
Repeat **Graphic #1**--logo
Flag & Credo & Music

- (75) (2 shot Paul & Susan)
- (76) (Susan OC) Assisting the government in arriving at effective policy decisions. Providing timely, accurate worldwide intelligence and analysis. The work of the specialists and staff of the CIA is future-oriented; international in scope.
- (77) (Paul OC) Joining the CIA gives you targets of opportunity not available elsewhere. It means upward mobility. excellent benefits, the possiblilty of rapid advancement. It's an attractive career choice. But more than that--beyond the attractions of a good salary and secure federal benefits, beyond the professional challenge and excitement of working with the most advanced technologies and fast-breaking world events, is the personal reward of serving our country.
- (78) (Paul VO) The Central Intelligence Agency. The Professional challenge that makes a positive difference in our world.

CIA Flagship Video

6/8/89

P. 6, Webster/Agency Spokesman:

I'm often asked about the people at the CIA. My view is that every person here is part of our total mission. Our focus is on evolving events...on changes all over the world. We have to be up on everything. So we have a team approach to every problem, but the emphasis is always on the individual staff member.

It's no secret that the work done here is vitally importance to our nation, but all that work depends on the individual skills, on the individual input of thousands of CIA employees.

I can't overestimate the importance of each one's contribution. For example, our overseas officers, though a small part of the CIA, carry an important——a critically important——responsibility. These men and women risk their lives and safety every day. The analysis and briefing we do here is dependent on their work, and every CIA employee is part of a total effort——the CIA's mission.

We have creative people, people who can think and solve problems. As a matter of fact, no other agency in the government gives their employees as much responsibility as we do. There's no one here that doesn't have an important job.

(Cut to Narrators:)

The CIA's mission is vast. Our efforts address.....etc.

Webster (Cont.)

6/8/89

P. 17, Training and Opportunity. Webster final comments:

The Central Intelligence Agency is its people--first and last. People from all walks of life.
Support staff. Systems engineers. Physicists.
Geographers. ---They all have one thing in
common: a high level of personal ethics;
honesty; integrity.

Our entry qualifications are among the strictest in the world. Why? Because the importance of the work demands it. It's the importance of what we do---for every person in the CIA---that attracts the best. And keeps them here.

29 August 1989

JUDGE:

Concerning your questions dealing with the CIA video, I contacted Assistant Director Ed Sharp and Doug Rhodes, Unit Chief in Personnel Resources at FBIHQ regarding the recruitment video and C-SPAN program produced for the FBI. The Bureau's recruiting video which I participated in at the Academy used all Bureau personnel; however, it was not produced for transmittal over any cable or television network system. It was prepared as a recruiting tape as well as a mandatory viewing and screening device by new agent applicants. It was never intended for any use other than in-house purposes.

The C-SPAN video which I also participated in was prepared in response to C-SPAN's request to do a newsworthy program. The main distinction between the FBI's two videotapes and the Agency's videotape is that the Agency's videotape was prepared to be used in-house as well as to be viewed over network or cable television. Thus, the mandate to use members of the Screen Actors' Guild.

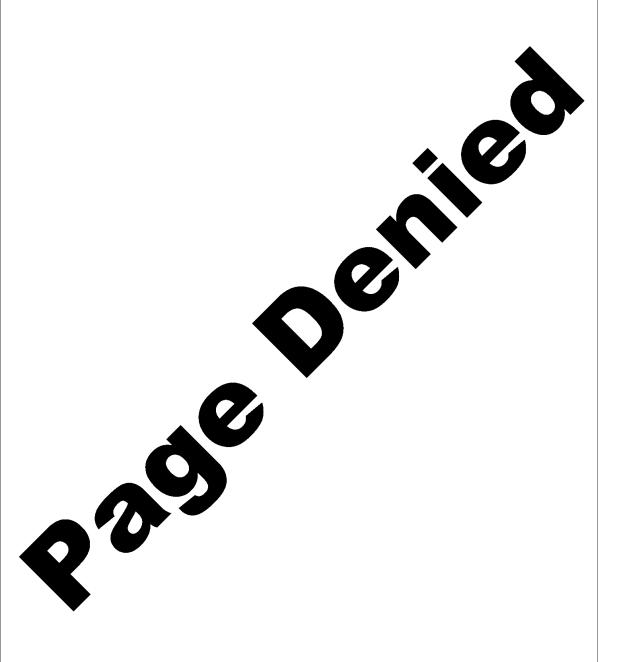
If the Bureau had originally requested the production company to make their videotapes "cable ready," they, too, would have faced the same problems.

For information.

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Jim - There was a lengthy series on FBI on C-Span in 1987 - using FBI personnel as I recall. Please check with Bill Baker and see if he ran into problems of this kind.

	ROUTIN	G AND	RECOR	D SHEET	
SUBJECT: (Optional)					
CIA Video					
FROM:			EXTENSION	NO.	DD/A Registion
George W. Owens Director of Personnel				DATE August 21	1989
TO: (Officer designation, room number, and building)	0	ATE	OFFICER'S	COMMENTS (Number ed	ach comment to show from whom
	RECEIVED	FORWARDED	INITIALS	to whom. Draw a line (across column after each comment.)
1. Deputy Director for Administration 7D24 OHB	2 AUG	190	ma	Attached is questions re	response to DCI's
2.		V		quescions ie	the video.
3. Executive Registry 6E2914 OHB	2 3	AUG 1989	fl		
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5: Director of Central Intelligence	an and	9/18	/.		
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